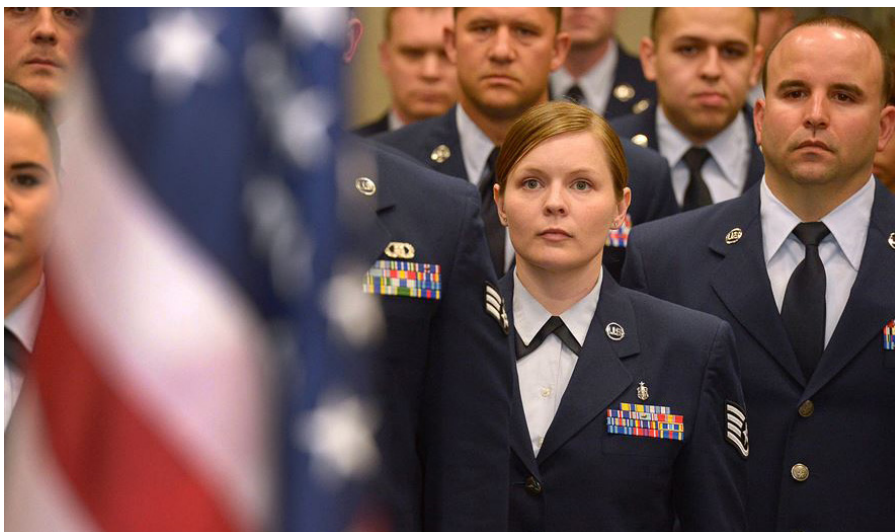




# Hanscom Air Force Base

**Donations • Sponsorships • Advertising**





# What is 66th Force Support Squadron?

The 66th Force Support Squadron (66 FSS) contributes to the mission of Hanscom Air Force Base through Morale, Welfare and Recreation (MWR) programs events and programs that enhance the quality of life for members of the military community. These programs support overall military readiness while creating leisure opportunities for the Hanscom community. More than 10,000 active duty military, guard, reserve, retirees, civilians, contractors and family members from all branches of service live and work at Hanscom. Hanscom is the home base for approximately 130,000 retired military personnel living in the six state New England and New York area.



## Why Partner With Us?

**BECAUSE WE PROVIDE A WAY FOR YOU TO REACH AMERICA'S FINEST**

The Commercial Sponsorship and Advertising Program is the only authorized avenue at Hanscom to target this dynamic market. By partnering with the 66 FSS your business and brand will be exposed to a lucrative hard-to-reach military market and civilian workforce. We offer fitness, sporting, and health events, youth and family programs, and more. We use a variety of marketing tools and can customize an opportunity for your business. We're extremely appreciative for any support from local and national businesses that understand the sacrifice made by our military and their families. Any contribution makes a significant impact – new equipment, uniforms, gift certificates, prizes, etc. We look forward to building a lasting partnership and fostering bilateral goodwill.

# What is Sponsorship?

Commercial Sponsorship can be in the form of cash, goods, and/or services or a combination of the three in exchange for stipulated marketing. When you choose to promote your business at our events you reach hundreds and even thousands of consumers with your onsite signage, product displays, samples, and demonstrations. You will increase brand awareness within the Hanscom community while at the same time expand and enhance the vital programs that contribute to the quality of life for our military community. Some of these events would be cost-prohibitive without sponsorship.

## Sponsor Benefits

Direct Access to your Target Market

Exhibit Space at Events

Company Name and Logo on Promotional Materials

Web Advertisements

Name/Brand Recognition

Banner Placement

Event Signage

Lead Generation



# Sponsorship Opportunities

The 66 FSS promotes hundreds of targeted events each year. We have a diverse array of potential customers at our golf and bowling tournaments, club events, youth programs, recreation trips and festivals. Below are examples of events that take place on Hanscom AFB each year. These events provide great opportunities for exposure to the military community. Request a current list of events.

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**AIR FORCE BIRTHDAY**

**HOLIDAY TREE LIGHTING**

**BGCA DAY FOR KIDS**

**KIDS COLOR RUN**

**COMEDY NIGHTS**

**GOLF CLINICS**

**COMIC & GAME EXPO**

**MONTHLY 5K RUNS**

**GLOW IN THE DARK BOWLING**

**MOVIE NIGHT**

**GOLF CHAMPIONSHIP**

**OKTOBERFEST**

**GOLF TOURNAMENTS**

**OPERATION NIGHT HOOPS**

**HEALTH & FITNESS EXPO**

**SUMMER COMMUNITY EVENT**

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## HansCOMICON Comic & Game Expo

**Estimated Attendance: 500+**

**Food/Beverage Sponsorship: \$4000**

**Giveaways: Variable**

This is an incredible full day of comic books, gaming, TV and film entertainment for all ages. The day is packed with more than 30 activities including art classes, technology panels, vendor hall, video game tournaments, trivia, and vintage arcades. Patrons will find exclusive merchandise, mysterious treasure hunts, photos with their favorite pop-culture characters, and opportunities to connect with the community - all celebrating the contribution of comics and games to art and culture.

**FREE EVENT**  
Limit 1 vehicle per household

**Drive-in Movie Night**  
**Friday, August 28**  
Conference Center  
Upper Parking Lot

**FREE Boxed Meal**  
Sponsored by  
**Chick-ill-A**  
*White Supplies Last*

**NDIA**  
New England

**Chick-fil-A**  
Woburn

**FORCE**  
SUPPORT SQUADRON

## Movie Night

**Estimated Attendance: 300+**

**Food/Beverage Sponsorship: \$3000**

**Popcorn: \$350**

**Giveaways: Variable**

**Exclusive Sponsorship: \$4000**

Weather permitting we host outdoor movie nights for Hanscom personnel and family members. This popular event gives everyone the chance to spend quality time with family and/or friends and enjoy the freedom and fun in being outdoors on a warm evening. Movie Nights have included live entertainment, boxed meals, beverages and of course - popcorn! Sponsor benefits include table display, social media, and business logo on promotional materials prior to and during the event.



## Summer Community Event

**Estimated Attendance: 1000+**

**Fireworks: \$5000**

**Food/Beverage Sponsorship: \$10000**

**T-Shirts: \$4000**

This annual summer celebration has something for everyone at Hanscom and features food and beverages, live entertainment, children's carnival games, face painting, balloon artists, bounce houses, and more. The evening is capped off with a dazzling fireworks show.





## Armed Forces Kids Color Run

**Estimated Attendance: 200+**

**Breakfast Sponsorship: \$400**

The world's largest children's running event. As part of Armed Forces Day activities in May each year, military dependents at Hanscom and around the world, participate in America's Kids Color Run. The run has been recognized nationally in National Geographic World, National Road Runners Management, Runner World, USA Today, and voted Best Children's Run by Runner World. Sponsor will benefit with banner placement at the event, social media, verbal recognition at the event, and business logo on all promotional materials.



## Golf Club Championship

**Estimated Attendance: 200+**

**Exclusive Sponsorship: \$1000**

Voted multiple times as "Best U.S. Military Small Golf Course" in the United States, Patriot Golf Course is a nine-hole regulation golf course that challenges all levels of golfers from beginner to advanced. The annual club championship is the largest summer event which draws 200+ people. The golf course is located on the grounds of the Bedford Veterans Affairs Medical Center, about 3 miles from Hanscom Air Force Base. The course was recently opened to the general public.





**EVERY FRIDAY IN MARCH • 7PM - 12AM  
AGES 13-18 • FREE PIZZA • FREE PLAY**

## Operation Night Hoops

**Estimated Attendance: 100+**  
**Food/Beverage Sponsorship: \$400**  
**Giveaways: Variable**

This annual youth basketball league offers teens the opportunity to play basketball and improve their athletic skills in a team environment. Operation Night Hoops is one of the programs offered by the Youth Center to provide a safe and fun place to hang out while supporting their physical, social, emotional and cognitive growth. The league plays every Friday evening in March. Sponsor benefits include table display, promotional materials and social media coverage prior to and during the month of March.



## Worldwide Day of Play

**Estimated Attendance: 150+**  
**Food/Beverage Sponsorship: \$500**  
**Giveaways: Variable**

This annual national celebration in September encourages active play and healthy lifestyles for kids. There will be many games and activities for kids and their families to enjoy including bounce houses, inflatables, lawn games, food, music, face paint, sack race, and more. Sponsor benefits include table display, business logo on promotional materials prior to and during the event and social media coverage.

# Giving a Donation

Donations to the Hanscom community are very special gifts. We'll work diligently to place your gift to work in programs that need assistance to continue to serve those who serve our nation. In addition to our gratitude, we'll mention your gift at one of our events.

*Your sponsorships, donations and advertising dollars are used to provide programs for healthy minds, positive families and strong bodies for those who serve. **Thank You!***



# What is Commercial Advertising?

The Commercial Advertising Program offers the opportunity to display your company's information in a variety of digital/print materials, within the MWR facilities.

Hanscom's military members and families want to leave the base and interact with new surroundings, experience new things and travel to new places. Advertising provides the opportunity to target our community who may not know about your business. A consistent and repetitive advertising campaign is the easiest and most effective way to build brand awareness. View some possibilities on the next page.

The Federal Endorsement Disclaimer "No Federal Endorsement Intended" must be stated on all advertisements.



## Patriot Golf Course

Get the ball rolling on your target market at the Patriot Golf Course, a 9-hole regulation course and Pro Shop open to the general public. Many programs take place at the Golf Course – Club Championships, Seasonal Programs, Adult and Youth Golf Clinics, Monthly Tournaments, and much more. These advertising opportunities will be seen year round. The golf course is located on the grounds of the Bedford Veterans Affairs Medical Center, therefore your advertisements will be visible to many more consumers!

### Seasonal Rates

**Logo on Range Balls: 100+**

**Score Cards: \$2500**

**Beverage Cart: \$2500**

**Tee Markers: \$300 each**

## Digital Monitors

Throughout Hanscom AFB, the 66 FSS maintains full color digital vertical/horizontal display monitors that constantly rotate our programs and events in high-traffic areas. These monitors are open to a limited number of advertisers to ensure maximum exposure. You can expect your advertisement to be seen by more than 3,500 customers per week.



### Gold Locations:

Brown Bldg. 1305, Commissary, Conference Center, Fitness and Sports Center, Hanscom Lanes, Military and Family Readiness Center, Minuteman Commons, Outdoor Recreation

### Rate:

\$600/quarterly or \$2000/annually per location

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### Silver Locations:

Child Development Center, Education Center, LCMC Bldg. 1614

### Rate:

\$250/quarterly or \$900/annually per location

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### Dimensions

#### Horizontal Display:

32w x 18h inches  
4800w x 2700h pixels  
150 dpi  
RGB Color  
JPEG File

#### Vertical Display:

15w x 26.667h inches  
2250w x 4000h pixels  
150 dpi  
RGB Color  
JPEG File



## Posters

We have great locations for posters. Your poster will be placed in a triple-stand as featured or in a single frame.

**Locations:** Commissary, Exchange Mall, Fitness and Sports Center, Hanscom Lanes, Minuteman Commons, Pizza Mia, The Tavern

**Rate:** \$600/quarterly or \$2000/annually per location

**Dimensions:** 22w x 28h inches  
6600w x 8400 pixels

300 dpi

CMYK Color

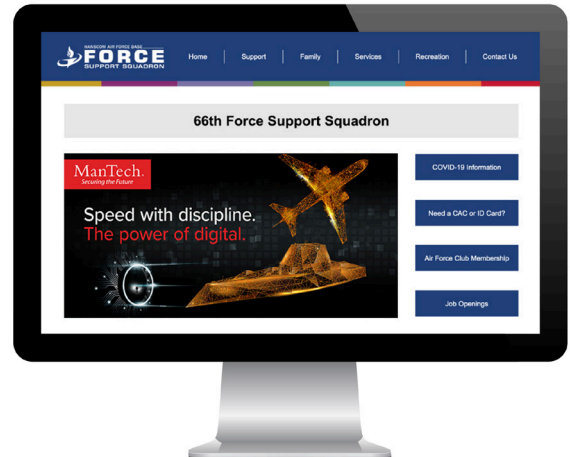
InDesign, Illustrator, Photoshop, PDF or JPEG File

## FSS Website

[www.hanscomfss.com](http://www.hanscomfss.com)

The mobile-friendly FSS website is a one-stop comprehensive guide for all FSS events, programs, services, facility hours, contact information, and more. This is the only website authorized on Hanscom to advertise to the base community. The advertisement will directly connect to your website.

**Reach:** 2500 views  
**Rate:** \$200 monthly  
**Dimensions:** 8w x 8h inches  
600w x 600h pixels  
150 dpi  
RGB Color  
JPEG File



## Banners

For maximum consumer exposure, we offer select high-traffic indoor/outdoor locations to hang banners. Choice of location is on a first-come, first-served basis. Business must provide weather-resistant banner that is equipped with grommets and wind slits. The 66 FSS is not responsible for lost or damaged banners due to inclement weather.

**Locations:** Fitness and Sports Center, Patriot Golf Course, Softball Field

**Rate:** \$800/quarterly or \$3000/annually per location

**Dimensions:** 6w x 3h feet  
1800w x 900h pixels  
300 dpi  
CMYK Color  
InDesign, Illustrator, Photoshop, PDF or JPEG File







### **CONTACT**

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**66 Force Support Squadron**

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